

RICK D. NYDEGGER
BRENT P. LORIMER
THOMAS R. VUKSINICK
LARRY R. LAYCOCK
JONATHAN W. RICHARDS
DAVID R. WRIGHT
JOHN C. STRINGHAM
JOHN M. GUYNN
CHARLES L. ROBERTS
DANA L. TANGREN
ERIC L. MASCHOFF
CHARLES J. VEVERKA
ROBYN L. PHILLIPS
RICHARD C. GILMORE
STERLING A. BRENNAN
R. BURNS ISRAELEN
DAVID R. TODD
GREGORY M. TAYLOR
DAVID B. DELLENBACH
L. DAVID GRIFFIN
ADRIAN J. LEE
FRASER D. ROY
CARL T. REED



R. PARRISH FREEMAN, JR.
PETER F. MALEN, JR.
L. REX SEARS, PH.D.
WILLIAM R. RICHTER
ERIC M. KAMERATH
ROBERT E. AYCOCK
JENS C. JENKINS
KEVIN W. STINGER
WILLIAM J. ATHAY
MICHAEL B. DODD
RYAN D. BENSON
SARA D. JONES
TIGE KELLER
JANNA L. JENSEN
MATTHEW D. TODD
J. LAVAR OLDHAM
MICHAEL J. FRODSHAM
JOSEPH L. KRUPA
BRETT A. HANSEN
BRETT I. JOHNSON
MATTHEW A. BARLOW
WESLEY C. ROSANDER
ANDREW S. HANSEN
CHAD E. NYDEGGER
JOSEPH G. PIA
CLINTON E. DUKE
DAVID J. LORENZ †
RYAN N. FARR *
JAMES B. BELSHE

* Admitted only in California
† Admitted only in New York



WORKMAN | NYDEGGER

INTELLECTUAL PROPERTY ATTORNEYS

1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111
TELEPHONE: (801) 533-9800
FAX: (801) 328-1707
WEBSITE: HTTP://WWW.WNLAW.COM

EXPRESS MAIL LABEL NO.: EV 442 311 680 US

PATENT APPLICATION

Docket No.: 14531.96

10/000150

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRANSMITTAL FOR SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing and pursuant to 37 C.F.R. § 1.97 is an Information Disclosure Statement.

Enclosed also are the following designated documents, as required under 37 C.F.R. §§ 1.97 and 1.98:

X Form PTO-1449 list of three (3) references submitted for consideration.

X Legible copies of the listed references or their relevant portions.

— All English translations of each non-English reference, if any, within the possession, custody, control or availability of anyone designated in 37 C.F.R. § 1.56(c) (see 37 C.F.R. § 1.98(c)).

The following are included within the Information Disclosure Statement if applicable and as required under 37 C.F.R. § 1.98:

— Concise explanation of relevance of each reference not in English and unaccompanied by an English translation.

— Statement that certain listed references not enclosed are substantially cumulative of an enclosed reference.

— Statement that certain listed references not enclosed were previously cited by or submitted to the Office in the identified prior application which is relied upon for an earlier filing date under 35 U.S.C. § 120.

— Legible Copies of previously filed Information Disclosure Statement for application Serial No. _____, filed _____.

In order to secure consideration of the items designated above, one or more of the following, if required, is also enclosed:

___ Promptness Certification.

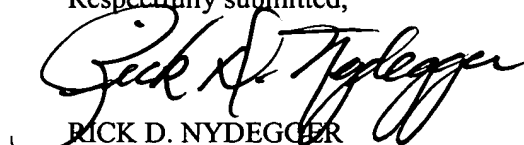
___ Check No. _____ in the amount of \$240.00 constituting submission fee under 37 C.F.R. 1.17(p);

___ Petition for Consideration and Check No. _____ in the amount of \$_____.

X In the event that 37 C.F.R. § 1.97(c) applies and the Examiner is not satisfied that the Promptness Certification meets the requirements of 37 C.F.R. § 1.97(e), or in any other event remediable by a fee, please credit any over payment or charge any additional fees to Deposit Account No. 23-3178 of the undersigned.

Dated this 17 day of AUGUST, 2004.

Respectfully submitted,



RICK D. NYDEGGER
Registration No. 28,651

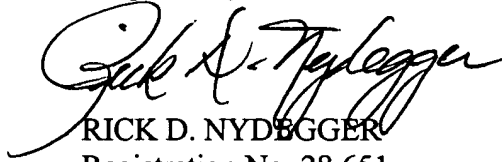
WORKMAN NYDEGGER
Attorneys for Applicant
Telephone: (801) 533-9800
Customer No. 022913

believes that the enclosed art is the closest to the claimed invention (taken in its entirety) of which the undersigned is presently aware, and no art which is closer to the claimed invention (taken in its entirety) has been knowingly withheld.

In accordance with 37 C.F.R. §§ 1.97 and 1.98, a copy of each of the listed references or relevant portion thereof is also enclosed.

Dated this 17 day of AUGUST, 2004.

Respectfully submitted,

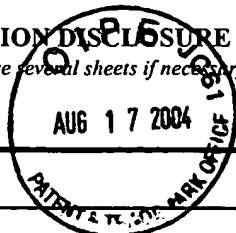
A handwritten signature in black ink, appearing to read "Rick D. Nydegger", is written over the printed name.

RICK D. NYDEGGER
Registration No. 28,651

WORKMAN NYDEGGER
Attorneys for Applicant
Telephone: (801) 533-9800
Customer No. 022913

RDN:dmh
DMS0000007104V001

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| INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i> | Docket Number (Optional) 14531.96 | Application Number 10/000,150 |
| | Applicant(s) Peter T. Barrett, et al. | |
| | Filing Date 10/19/2001 | Group Art Unit 2673 |



| U.S. PATENT DOCUMENTS | | | | | | | |
|-----------------------|-----|-----------------|----------|-------|-------|----------|----------------------------|
| *EXAMINER INITIAL | REF | DOCUMENT NUMBER | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
| | 1 | 6,141,010 | 10/31/00 | Hoyle | 345 | 356 | 7/17/98 |
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| U.S. PATENT APPLICATION PUBLICATIONS | | | | | | | |
|--------------------------------------|-----|-----------------|------|------|-------|----------|----------------------------|
| *EXAMINER INITIAL | REF | DOCUMENT NUMBER | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
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| FOREIGN PATENT DOCUMENTS | | | | | | | | |
|--------------------------|-----|-----------------|----------|---------|-------|----------|-------------|----|
| | REF | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUBCLASS | Translation | |
| | | | | | | | YES | NO |
| | 2 | WO 99/55066 | 10/28/99 | WIPO | H04M | 3/00 | ✓ | |
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| OTHER DOCUMENTS | | | (Including Author, Title, Date, Pertinent Pages, Etc.) |
|-----------------|---|---|--|
| | 3 | Claria Corporate Overview [online] Redwood City (CA); [retrieved 2004-06-30]. Retrieved from the Internet <URL: www.claria.com/companyinfo/ >. | |
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| EXAMINER | DATE CONSIDERED |
|----------|-----------------|

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



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|---|---------------------------------|--------------------------|------------------------|------------------------|--|
| CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10) Applicant(s): Peter T. Barrett, et al. | | | | Docket No. 14531.96 | |
| Serial No. 10/000,150 | Filing Date October 19, 2001 | Confirmation No. 8245 | Examiner unassigned | Group Art Unit 2673 | |
| Invention: ADVERTISING USING A COMBINATION OF VIDEO AND BANNER ADVERTISEMENTS | | | | | |
| <p>I hereby certify that the Transmittal letter (2 pages, in duplicate); Supplemental Information Disclosure Statement (2 pgs); Form PTO-1449 Listing all Cited References (1 pg); Legible Copies of three (3) Cited References; and postcard are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on <u>AUGUST 17, 2004</u></p> | | | | | |
| <p>DACIA M. HOLT</p> <p><u>(Typed or Printed Name of Person Mailing Correspondence)</u></p> <p><u>Dacia M. Holt</u></p> <p><u>(Signature of Person Mailing Correspondence)</u></p> <p>EV 442 311 680 US</p> <p><u>("Express Mail" Mailing Label Number)</u></p> | | | | | |
| DMS0000007105V001 | | | | | |